

# Twisting Streets Untongue-Twisted

By JACK and MARY WEBB  
Frontier 5-8051

Just in case your calendar fails to mention it to you, tonight at 8 o'clock is the time for the regular Hollywood Riviera Sportsmen's meeting at Hollywood Riviera Beach Club. Bright spot on tonight's program will be the showing of color films of the 1952 grid tilt between the Detroit Lions and the Cleveland Browns. This, as you will recall, was the game which decided the professional football champs of the just past season. Extra treat—Ram Elroy Hirsch will show and describe the film for the Sportsmen.

Non-members of the club who want to attend the meeting may call Chuck Demaree, Frontier 5-8986. He will make all arrangements.

la Ciruela, is convalescing at the U. S. Naval Hospital, San Diego, following a major operation on Feb. 24, her husband, Comdr. Mason, reports. The commander drove her to the hospital last Feb. 29 for her operation on the following day. She will be there a while yet recuperating. The writers of this column join with her many friends in wishing her speedy recovery and best health.

By the way, the Sportsmen's roster swells by one more member at this writing. Add the name of Bob Prosemy, 313 Via Linda Vista, to your list of Sportsmen.

Mrs. William Mason, 264 Via Irene and John Gaskin, formerly of 215 Via Alameda, are now settling down in their new home in Crescent City, Calif. The Gaskins, together with their two daughters, moved to that city, where Johnny has started his own business, complete with a Goodyear franchise for Northern California. Their new address is 105 N. St., Crescent city. The Gaskins report plenty of good fishing and hunting, and plenty of room for company. They are living on a 10-acre ranch just eight miles north of Crescent City.

For the many of you who have asked the meaning of the various street names in Hollywood Riviera, we are pleased to present some of the meanings

each week as long as our streets hold out. We thank Comdr. William A. Mason for the loan of his list of local street names and meanings. A good place to start would be with that tongue twister at the bottom of the hill, "Hollywood Palos Verdes Parkway." At one time the county proposed a super highway connecting Palos Verdes Estates with Hollywood. The only portion of the project completed was that within the Hollywood Riviera district which bears (or used to bear) the title. Most of this street was recently changed by the Torrance Council to Palos Verdes Blvd. Other names and meanings: Via Alameda—tree-shaded avenue; Via Los Altos—The high road; Calle de Andalucia—Street of Andalucia (Province of Spain); Calle de Arboles—Street of trees; Avenida Atzacado—Black Avenue; Via Anita—Anita Road; Calle de Aragon—Street of Aragon (province); Via Bonita—Lovely Road; Via Buena Ventura—Road of Good Fortune—Calle Cabrillo—Street of Cabrillo (the explorer); Camino del Campo—Road of the Level Field; Calle de Castellana—Street of the Castilian; Avenida Santa Catalina—Avenue of Saint Catherine—Via El Chico—The Little Road; Via la Ciruela—The Circular Road; Camino de las Colinas—Highway of the Hills; Paseo de la Concha—Shell Drive; Camino de la Costa—Coast Highway; Paseo de las Delicias—Drive of Delights. And with that little detour, we'll pause till next week on this listing. At least, if anyone asks us what they mean, we'll know now.

Moving into the 215 Via Alameda address recently vacated by the Johnny Gaskins are Grace and Joe Manning and their two children. They come to the Riviera from their previous home in Westchester. Joe Manning is with American Airlines.

And with that, we bid an early 30 to this week's column thanks to Mr. Fui Bug who has us both in his grip. We hope that, by this time next week we will be forgetting how miserable we both feel with this virus. Our pardons to our readers for shortening our visit this week! It's a wonder we found enough energy to get this far.



ALLIED GARDENS HOME . . . This is one of the three-bedroom homes ready for immediate occupancy in Allied Gardens on El Camino Real, situated on old Sepulveda Blvd. between Coast Highway and Hawthorne Ave. In the Torrance-Redondo area.

## New 3-Bedroom Allied Gardens Homes to Be Placed on Market

The final unit of three-bedroom homes in Allied Gardens on El Camino Real will be placed on the market this week, it was announced yesterday by Walter Bollenbacher and Louis L. Kelton, merchant-builders who are developing the project.

Sales tempo has increased in recent weeks, a trend attributed to the approach of spring, the builders revealed. The homes have one of their main advantages their proximity to the beaches and summer resorts, they said.

The new development is situated on old Sepulveda Blvd. between Coast Hwy. and Hawthorne Ave., in the Torrance-Redondo district. Site was chosen deliberately for the enhanced values expected to accrue as a result of large-scale area improvements now planned, according to the builders.

"More than 1500 fine homes have been built in this area," said Kelton, "and 1000 more are in the planning stage. This is due to the influx in new industry which is providing thousands of jobs. New shopping centers

## Rome Cable Votes New Dividends

The quarterly dividend rate on the common capital stock of Rome Cable Corp. has been advanced from 30 cents to 35 cents per share.

At a regular meeting of the company's board of directors held Wednesday, this increase as well as a 10-cent extra were voted by the directors payable March 27 to holders of record at the close of business on March 11.

The new 45-cent dividend, the highest in the company's history, will be the corporation's 56th consecutive cash payment on its common stock. Total dividends for the fiscal year ending March 31 will equal \$1.30 per share compared to \$1.10 per share for the prior year.

## Two Prominent Area Chinchilla Raisers in Show

Nellie Lawler, of 1113 Fiat, and Loyd G. Sullivan, of 20430 Valerie St., are among the prominent chinchilla breeders in this area taking part in the Western Regional Chinchilla Show which opens at the Pan-Pacific Auditorium, Los Angeles, Friday, March 13, and continues through Saturday and Sunday, March 14 and 15.

Thirty-five hundred chinchilla breeders in California, Oregon, Washington, Idaho and Utah are participating in this show, the largest ever held by the chinchilla industry. Show is sponsored by the Southern California branch of the National Chinchilla Breeders of America, Inc. and will emphasize petting displays and competition, the newest phase of the industry.

organizing the "USEIT" Federal Credit Union which was recently organized to serve employees of the Torrance Unified School District. He stated that several inquiries have come to him from employers in this area desiring to organize credit unions to serve their employees and that these would soon join the other organizations in this area providing the benefits of credit union membership to their groups.

At the close of the meeting Mrs. Audrey Poplow, treasurer of the Sears Long Beach Credit Union and retiring president presented the gavel to Alden who adjourned the meeting after announcing the next chapter meeting would be held the latter part of March.



## Tips on Control Of Flies Told

The common housefly can be controlled despite its resistance to many of the newer residual sprays, Dr. Roy O. Gilbert, County Health Officer, stated this week.

Individual and civic sanitation plus the intelligent use of the modern insecticides will do the job. However, he advised that local fly control is most efficient when a local group accepts leadership to coordinate community effort.

He added that the department will send a free copy of "How to Organize a Fly Control Committee" to interested organizations, or the department's fly control pamphlet to anybody who sends a request card to the County Health Department, 441 N. Figueroa, Los Angeles 12.

MOSLEMS PLAN BITES . . . Illustrious Potentate Arch L. Field of Al Mahabbah Temple, W. Delbridge left, past president, and Robert L. Brady, president of South Bay Shrine Club, as ritualistic ceremony is set for Shrine Convention Hall, Los Angeles, Saturday, March 14, when several hundred candidates from all sections of the Southland are to "cross the hot sands."

## State Bar Backs Negligence Bill In Legislature

The State Bar of California will support a bill in this session of the Legislature to change the basic way in which damages are assessed in personal injury and death cases before the courts.

This action of the Board of Governors of the State Bar was announced in San Francisco. It is the outcome of a long study of the problem, resulting in a report which was approved last fall by the Conference of State Bar Delegates in Los Angeles.

Under the present law, an injured person may not recover for damages, if by his own neglect—no matter how small—he contributed to the direct cause of the accident or other event causing injury or death.

## Newcomers to State May Owe Taxes Here

Newcomers to California are warned that they may be required to file State Income Tax returns.

Robert C. Kirkwood, chairman of the Franchise Tax Board, advises that individuals who are in California for other than temporary or transitory purposes, are considered to be residents of this state and are required to file returns of their income for the year 1952 equal or exceed \$2000 if single and \$3500 if married.

Those who are uncertain of their residential status may have the situation clarified by visiting the office of the Franchise Tax Board at 206 State Building, First and Broadway, Los Angeles.

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## Salvation Army to Open Salvage Drive Next Month

Supported by a citizens' committee of local residents, the annual Salvation Army Salvage Week campaign will be conducted in the Torrance area April 13-18, according to Chairman J. Hugh Sherfy Jr.

Other Salvage Week Committee members are Rev. C. Miles Northrup, churches; Judge John A. Shidler, schools; Frederick Cook, fraternal and miscellaneous clubs; Charles H. Ragsdale, service clubs; and Jack Baldwin, press.

Castoff but still usable articles will be collected during the drive by a special fleet of Red Shield trucks which will call at homes and offices. The items will be reconditioned in the Salvation Army Social Service Center which serves this area.

Brigadier Ranson D. Gifford, manager of the center, said the discarded materials provide the only means to continue the Salvation Army's social rehabilitation program.

**Thousands Helped**  
Thousands of handicapped men and women and their families received aid through the program in 1952, he said. The center provided 258,000 hours of occupational therapy, 59,822 meals, 21,110 lodgings and substantial financial aid.

"The Salvation Army is strictly a non-profit organization," Brigadier Gifford said. "All receipts from sale of refurbished materials above operating costs are returned, in the form of cash grants to the unfortunate handicapped men who daily throng the center seeking help." He pointed out that the center's social rehabilitation program, by providing for men who otherwise would find it necessary to seek county or state aid, helps lessen the tax load.

Salvageable items needed by the center include clothing, furniture, home appliances, radios, bedding, dishes, books of all kinds, newspapers, magazines and miscellaneous articles.

Torrance Salvage Week headquarters will be at 1610 Cabrillo Ave. Chairman Sherfy urged local residents to telephone 3684 during the drive to bring a Red Shield truck to home or office to collect discards.

## Volunteers Aid At Bloodmobile Dow Plant Visit

Volunteers of the Torrance branch, American National Red Cross in cooperation with the Los Angeles Chapter, assisted the Bloodmobile unit which was located at Dow Chemical Co., 20221 S. Vermont Ave., on Feb. 25, receiving 65 pints of blood from plant workers.

Women aiding this unit from Torrance were Mesdames Myran A. Russell, W. Rufus Page, W. A. Felker, Mel Howard, Charles Curtis, Don Hyde and Dean L. Sears. Torrance branch volunteers are now planning to work on March 5, when a bloodmobile unit will be stationed at Douglas Aircraft Company's Torrance plant at 190th St. and Normandie Ave. This is a closed unit for aircraft workers.

Torrance citizens who wish to donate blood during March when bloodmobile units are stationed nearby, are urged to visit the unit on one of the following dates:

- Mar. 9—Gardens Branch, Community Center, 1651 Market Street, Gardena, 3 to 7:30 p.m.
  - Mar. 10—Long Beach Chapter, 818 West Broadway, Long Beach, 3 to 7:30 p.m.
  - Mar. 16—Hawthorne—Lawnside Branch, 1623 S. Hawthorne Blvd., Lawndale, 3 to 7:30 p.m.
  - Mar. 17—Long Beach Chapter, 818 West Broadway, Long Beach, 3 to 7:30 p.m.
  - Mar. 20—Lynwood Branch, Community Center, Bullis & Century 314, Lynwood, 2 to 7:30 p.m.
  - Mar. 21—Long Beach Chapter, 818 West Broadway, Long Beach, 3 to 7:30 p.m.
  - Mar. 26—Harbor District, 390 W. 7th St., San Pedro, 2 to 6:30 p.m.
- Those units wish to donate before these units visit nearby cities may donate at the Los Angeles Blood Center, 1150 So. Vermont Ave., Los Angeles.

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